

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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Voluntary \_ Public

**Date:** 11/4//2013

**GAIN Report Number:** SF

## South Africa - Republic of

**Post:** Pretoria

## Food and Beverage Trade Shows

**Report Categories:**

Promotion Opportunities

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**Report Highlights:**

The report highlights upcoming trade shows in the country which offers U.S. exporters in the food and beverage sectors potential opportunities for exports and/or participation.

## Executive Summary:

### SECTION 1: DISCLAIMER

**DISCLAIMER:** "The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information as dates are subject to change."

Promotional activities listed are provided for consideration by the U.S. exporters in the food and beverage sectors. South Africa is considered a gateway to Sub-Saharan countries, and offers export opportunities for U.S. exporters and linkages with companies in the region. For more information on doing business in South Africa, and to see which high value products present important opportunities, visit USDA/FAS website at [www.fas.usda.gov](http://www.fas.usda.gov) for more reports and search for the South African Exporter Guide prepared by FAS/Pretoria.

## General Information:

### SECTION 2: FAS WASHINGTON ENDORSED TRADE SHOWS

Dates	Event	Location	Organizers Contacts
<b>SOUTH AFRICA</b>			
November 5-7, 2014	<b>Africa's International Food &amp; Drink Event (IFEA) 2014</b>  IFEA is AFRICA's international food and drink event which brought to South Africa representation from 20 countries including the United States for the first time in 2013. The show attracted approximately 110 exhibitors with 10 Country Pavilions and approximately 3,000 trade visitors. USDA and 11 U.S. companies including, the Southern United States Trade	Sandton International Convention Center, Sandton, Johannesburg	<b><u>Worldwide</u></b>  Christopher McCuin Business Development Director Fresh RM and Montgomery Africa Tel : + 020 7886 3016 Fax : +020 7886 3091 Email : <a href="mailto:Chris.McCuin@freshmontgomery.co.uk">Chris.McCuin@freshmontgomery.co.uk</a> or <a href="mailto:Chris.McCuin@freshrm.co.uk">Chris.McCuin@freshrm.co.uk</a>  <b><u>Africa</u></b>  Cindy Stern Montgomery Africa Pty Ltd Tel: +27 11 835 1565 Email: <a href="mailto:cindy@specialised.com">cindy@specialised.com</a> Webpage: <a href="http://www.ifea.co.za">www.ifea.co.za</a>  and  Ross Cullingworth Montgomery Africa Pty Ltd Tel: +27 11 835 1565 Email: <a href="mailto:rossc@montgomeryafrica.com">rossc@montgomeryafrica.com</a>

	<p>Association (SUSTA), were part of USA Pavilion. The show showcased a wide range of food and drinks from across the globe and attracted retail and foodservice buyers, importers, distributors, and wholesaler from across the continent; culinary food demonstrations by well known local chefs; and seminar/workshop presentations highlighting local market trends. According to Exhibitors feedback they were pleased with the quality of visitors and serious leads, and promised to return to the market in 2014.</p>		
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### SECTION 3: OTHER TRADE SHOWS IN SOUTH AFRICA RECOMMENDED BY POST

Dates	Event	Location	Organizers Contacts
March 14 – 18, 2014	<p><b>Hostex Cape 2014</b></p> <p>HOSTEX is South Africa's largest International Hospitality, Catering and Food Service Trade Exhibition. The expo alternates between Johannesburg and Cape Town. Over 8,500 industry spectrum of the catering and hospitality, including buyers visited Cape 2013. South Africa's tourism and hospitality industries growth continues to offers good</p>	<p>Cape Town International Convention Center (CTICC), Cape Town</p>	<p>Lindy Taylor Exhibition Manager: Specialized Exhibitions Tel: +27 11 835 1565 Mobile: +27 82 558 5429 Email: <a href="mailto:lindyt@specialised.com">lindyt@specialised.com</a> <a href="http://www.hostexcape.co.za">www.hostexcape.co.za</a></p>

	potential for increasing import of U.S. high value products.		
April 26 – 29, 2014	<b>South Africa (SA) Cheese Festival</b>  The Cheese Festival brings together cheese makers and visitors to experience a wide variety the South African dairy industry has to offer. Over 400 cheese and cheese related were show cased in 2013 through a three-day event, which attracted over 40,000 visitors.	Sandringham Stellenbosch, Cape Town	Mariana Rabie Agri-Expo Tel: +27 21 975 4440 Mobile: +27 82 871 1114 Email: <a href="mailto:mariana@agriexpo.co.za">mariana@agriexpo.co.za</a> <a href="http://www.cheesefestival.co.za">www.cheesefestival.co.za</a>
May 4-7, 2014	<b>CICILS 2014 World Pulses Convention Cape Town</b>  CICILS IPTIC is the International Pulses Trade and Industries Confederation which would bring canners and traders of pulses for the 1 <sup>st</sup> time in South Africa.	Cape Town International Convention Center, Cape Town	CICILS IPTIC DMCC, JLT Dubai, UAE Tel: +971 4 363 3612 Email: <a href="mailto:cicilsiptic@cicilsiptic.org">cicilsiptic@cicilsiptic.org</a>  <a href="http://www.cicilsiptic.org">www.cicilsiptic.org</a>
May 29 – 1 June, 2014	<b>Good Food and Wine</b>  Good Food & Wine show is South Africa's finest food, beverages and lifestyle exhibition which treat gourmet and the sensational line-up of international top chefs and the South African top chefs. The show alternates between Cape Town, Durban, and Johannesburg and promotes hands on cooking seminar and workshops by local and world re-known international and local chefs. The show emphasizes on targeting South African consumers.	Cape Town International Convention Center, Cape Town	Christine Cashmore Director Gourmet Food Festival Tel: +27 21 702 2280 Ext. 202 Fax : +27 21 702 0719 Mobile : +27 82 903 2159 Email : <a href="mailto:christine@gourmetsa.com">christine@gourmetsa.com</a> <a href="http://www.goodfoodandwineshow.co.za">www.goodfoodandwineshow.co.za</a>
June 22 – 24, 2014	<b>Africa's Big Seven 2013 (AB7)</b>  Africa's Big Seven co-located with SAITEX (Southern African International Trade Exhibition) is the continent's	Gallagher Estate, Johannesburg, South Africa	Lineke van der Bruggen Exhibition Manager Exhibition Management Services – EMS Tel: +27 11 783 7250 Fax: +27 11 783 7269 Email:

	largest food and beverage industry event. AB7 targets the retail and the agri-food industries, whereas SAITEX focus on agricultural machinery and equipments. According to the show organizers the 2013 show attracted over 260 exhibitors over a three days show; over 400 categories of food and beverage products; and over 9,000 visitors.		<a href="mailto:admin@exhibitionsafrica.com">admin@exhibitionsafrica.com</a> <a href="http://www.exhibitionsafrica.com">www.exhibitionsafrica.com</a>
August 23-26, 2014	<b>Good Food and Wine Show</b>  Good Food & Wine show is South Africa's finest food, beverages and lifestyle exhibition which treat gourmet and the sensational line-up of international top chefs and the South African top chefs. The show alternates between Cape Town, Durban, and Johannesburg. The show emphasizes on targeting South African consumers.	Durban International Convention Center	Christine Cashmore, Director Gourmet Food Festival Tel : +27 21 702 2280 Ext. 202 Fax : +27 21 702 0719 Mobile : +27 82 903 2159 Email : <a href="mailto:christine@gourmetsa.com">christine@gourmetsa.com</a> <a href="http://www.goodfoodandwineshow.co.za">www.goodfoodandwineshow.co.za</a>
TBD	<b>Good Food and Wine Show</b>  Good Food & Wine show is South Africa's finest food, beverages and lifestyle exhibition which treat gourmet and the sensational line-up of international top chefs and the South African top chefs. The show alternates between Cape Town, Durban, and Johannesburg. The show emphasizes on targeting South African consumers.	The Coca Cola Dome Northriding, Johannesburg	Christine Cashmore, Director Gourmet Food Festival Tel : +27 21 702 2280 ext. 202 Fax : 27 21 702 0719 Mobile +27 82 903 2159 Email : <a href="mailto:christine@gourmetsa.com">christine@gourmetsa.com</a> <a href="http://www.goodfoodandwineshow.co.za">www.goodfoodandwineshow.co.za</a>

#### SECTION 4: POST CONTACT INFORMATION

Should you have any questions or comments regarding this report or need further assistance, please contact AgPretoria at the following:

Foreign Agricultural Service

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For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service's website at: <http://www.fas.usda.gov>